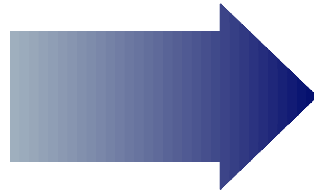


# Statement of Survey Purpose and Outcome

## Overall Purpose

- To gather information from a representative sample of ferry customers on their travel attitudes and behavior
- To identify fare policy, operational, and customer-centric strategies that could be effective in modifying demand for peak hour vehicular travel and/or increasing walk-on passenger traffic while continuing to accommodate demands for existing and future ridership



## Key Outcome

A better understanding of customer attitudes and behaviors to

- Estimate the impact of changes in fare policy, operational, and other customer-centric strategies on travel behavior and
- Inform decisions that will better utilize existing ferry capacity, increase operational efficiency, reduce the need for capital expansions, and improve cost-efficiency while maintaining ferry revenues